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AF/37274

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Wisniewski et al.

Group No: 3727

Serial No: 09/408,634

Examiner: R. Hylton

Filed: September 30, 1999

Confirmation No: 4276

For: **DIRECTIONALLY PEELABLE CLOSURES
AND ARTICLES USING THE SAME**

Mail Stop Appeal Brief Patents
Commissioner for Patents
P.O. Box 1450
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TRANSMITTAL OF APPEAL BRIEF (PATENT APPLICATION - 37 CFR 192)

1. Transmitted herewith in triplicate is the APPEAL BRIEF in this application with respect to the Notice of Appeal filed on January 21, 2004 which bears a USPTO date stamp of January 23, 2004.
2. **STATUS OF APPLICANT**

This application is on behalf of

☒ other than a small entity
☐ small entity

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Pursuant to 37 CFR 1.17(f) the fee for filing the Appeal Brief is:

- ☐ small entity \$165.00
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Appeal Brief fee due \$330.00

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| <input type="checkbox"/> one month | \$ 110.00 | \$ 55.00 |
| <input type="checkbox"/> two months | \$ 420.00 | \$210.00 |
| <input type="checkbox"/> three months | \$ 950.00 | \$475.00 |
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- (b) ☒ Applicant believes that no extension of term is required. However, this conditional petition is being made to provide for the possibility that Applicant has inadvertently overlooked the need for a petition and fee for extension of time.

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SIGNATURE OF ATTORNEY

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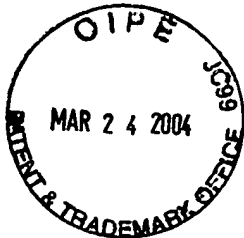
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(Signature of person mailing)



March 22, 2004
(Date)

Docket AVERP2514USA

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE BOARD OF APPEALS**

| | | |
|--|---|-----------------------|
| In re application of Wisniewski et al. | : | Group Art Unit: 3727 |
| Serial No: 09/408,634 | : | Examiner: R. Hylton |
| Filed: September 30, 1999 | : | Confirmation No: 4276 |

For: **DIRECTIONALLY PEELABLE CLOSURES AND ARTICLES USING THE SAME**

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APPLICANTS' BRIEF ON APPEAL

Dear Sir:

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I. REAL PARTY IN INTEREST

The real party in interest is Avery Dennison Corporation. The inventors of the invention, Mark Wisniewski and Melvin S. Freedman, have assigned their entire right, title and interest in and to the invention to Avery Dennison Corporation, having a place of business at 150 North Orange Grove Boulevard, Pasadena, California 91103.

II. RELATED APPEALS AND INTERFERENCES

There are no related appeals or interferences which directly affect or have a bearing on the Board's decision in the instant appeal.

III. STATUS OF THE CLAIMS

Claims 1, 3-17, 20-24, 26-29, 31-33 and 35-39 are pending in the application.

The claims on appeal are 1, 3-17, 20-24, 26-29, 31-33 and 35-39. This is an appeal from the final Office Action of October 21, 2003 rejecting the claims in the above-identified application.

IV. STATUS OF AMENDMENTS

No amendments under 37 CFR 1.116 have been filed.

V. SUMMARY OF THE INVENTION

Applicants' invention is directed to a closure with a directionally peelable opening feature. The closure has a first and second layer of different polymeric films which are peelably attached to each other at a separation interface. When the closure is secured to an article, one edge portion of the outer surfaces of the first and second layers is bonded to the article. Another edge portion of the surfaces is not bonded to the article (Page 3, lines 20-26). Figures 4-8 show the bonded edge of the upper surface of the second layer and the bonded edge of the lower surface of the first layer. The non-bonded edges are within the non-bonded zones of Figures 5, 6, 7 and 8 (Page 17, lines 17-25 and Page 18, lines 1-16). The force of the contents of the container is applied distant from the bonded

edges of the first and second layers along the separation interface, due to placement of the non-bonding zones. However, when the container is to be opened, the bonded edge provides easy separation and opening of the closure along the separation interface. Specifically, the closure creates an opening in the container beginning at the bonded edges of the first and second layers and proceeding to the non-bonded edges of the first and second layers (Page 18, lines 1-6).

VI. ISSUES ON APPEAL

- A. Whether claims 1, 3-14, 23, 29, 31 and 32 are obvious over Freedman (US 4,925,714) in view of Hatano et al. (US 4,915,289) and Davis (US 5,637,366) under 35 U.S.C. §103(a).
- B. Whether claims 15-17, 20-22, 33, 35-39 are obvious over Greer et al. (US 6,032,854) in view of Freedman (US 4,925,714), Hatano (US 4,915,289), and Davis (US 5,637,366) under 35 U.S.C. §103(a).
- C. Whether claims 24 and 26-28 are obvious over Freedman (US 4,925,714) in view of Davis et al. (US 5,637,366) under 35 U.S.C. §103(a).

VII. GROUPING OF THE CLAIMS

For the purposes of this Appeal, Applicants believe that the claims should stand or fall together.

VIII. ARGUMENT

- A. Rejection of Claims 1, 3-14, 23, 29, 31 and 32 Under 35 USC §103(a) as Obvious over Freedman (US 4,925,714) in view of Hatano et al. (US 4,915,289) and Davis (US 5,637,366).

The Examiner's Rejection:

The Examiner has rejected claims 1, 3-14, 23, 29, 31 and 32 as being unpatentable over Freedman (US 4,925,714) in view of Hatano et al. (US 4,915,289) and Davis (US 5,637,366). The Examiner contends that Freeman teaches the claimed closure except for bondable and non-bondable areas on the first and second layers of the closure, and Hatano teaches a closure having bondable and non-bondable areas on the upper and/or lower surface of the closure. Thus, it would have been obvious to one of ordinary skill in the art at the time the invention was made to apply bondable and non-bondable areas on the layers of the Freedman closure to save material and provide a more easily openable closure. The Examiner further contends that Davis teaches that it is known to uniaxially or biaxially orient films of laminate structure. Therefore, it would have been obvious to one of ordinary skill in the art to apply the uniaxially orientation to the closure of Freedman.

Regarding claims 9, 14 and 32, the Examiner contends that it would have been obvious to provide a heat seal bonding material instead of a pressure sensitive adhesive material, that it would have been obvious to make the peel strength in the range of 30 to 40 grams per 1-inch or 2-inch width at 90° peel, and that it would have been obvious to use any of the known polymeric materials for the film layers.

Applicants' Response and Remarks:

The Examiner has failed to establish a prima facie case of obviousness and the rejection is therefore improper. Under *Graham v. John Deere Co.*, 383 U.S. 1, 148 USPQ 459 (1966), as codified in MPEP §706.02, in order to establish a prima facie case of obviousness the Patent Office must:

- (1) set forth the differences in the claim over the applied references;
- (2) set forth the proposed modification of the references which would be necessary to arrive at the claimed subject matter; and
- (3) explain why the proposed modifications would be obvious.

To establish a prima facie case of obviousness, three basic criteria must be met. First, there must be some suggestion or motivation to modify the reference. Second, there must be a reasonable expectation of success. Finally, the prior art reference (or references when combined) must teach or suggest all the claim limitations. The teaching or suggestion to make the claimed combination and the reasonable expectation of success must both be found in the prior art and not based on applicant's disclosure. MPEP §706.02(j), *In re Vaek*, 947 F.2d 488, 20 USPQ2d 1438 (Fed. Cir. 1991).

In the case at hand, the Examiner has failed to explain why one skilled in the art, at the time the invention was made, would have been motivated to modify the laminate of Freedman by applying the bondable and non-bondable areas of Hatano. Freedman discloses a multilayer laminate that contains opposing layers of adhesive used to secure a facestock to the laminate and the laminate to a substrate, and Hatano discloses an easily openable container with a heat-sealed closure. Whereas, the present invention is directed to a closure with a directionally peelable opening feature and a non-bonded portion. Freedman provides no motivation to modify a label assembly to form a closure for an article nor does the reference suggest that a directional closure is desirable or achievable.

In order to satisfy step (3) above, the Patent Office must identify where the prior art provides a motivating suggestion to make the modifications. *In re Jones*, 958 F.2d 347, 21 USPQ 2d 1941 (Fed. Cir. 1992). The Court of Appeals for the Federal Circuit has consistently maintained that the determination of obviousness begins with the text of section 103, with the phrase "at the time the invention was made." For it is this phrase that guards against entry into the "tempting but forbidden zone of hindsight," when analyzing the patentability of claims pursuant to that section. *In re Dembiczak*, 175 F.3d 994, 50 USPQ2d 1614, 1616, (Fed. Cir. 1999).

As stated above, Freedman provides no motivation or suggestion to modify the laminate by applying non-bondable areas. The non-bonded zones of Figures 5, 6, 7 and 8 of the present invention regulate the peel strength needed, providing a more easily openable closure. The placement of the non-bonding zones also controls the direction in which the force of the contents is applied. Specifically, when the container is sealed the force of the contents of the container is applied distant from the bonded edge of the first

and second layers along the separation interface, due to placement of the non-bonding zones. Thus, the force required to break the seal from inside the package due to force of the contents of the container on the seal, is substantially greater than the force required to break the seal from the outside via the directionally peelable closure. The contents of the container can exhibit a high level of force on the separation interface without breaking the seal, whereas, the bonded edge provides easy separation and opening of the closure along the separation interface when the container is to be manually opened. Freedman fails to suggest a closure having a directionally peelable opening feature due to placement of non-bonding zones. Freedman discloses a laminate not a closure, such that the force of the contents of a container applied to the separation interface is not an issue. Thus, there is no motivation to modify the laminate of Freeman to include the non-bondable areas of Hatano to allow for ease in opening the closure.

The Examiner asserts that it would have been obvious to apply the teaching of a uniaxially orientation of Davis to the modified closure of Freedman. However, Davis teaches a polyester layer containing a biaxially oriented polypropylene film. Davis further discloses that uniaxially oriented films which contain a polyester layer tend to adhere to the heated rolls of the machine direction orientation section. (Column 1, lines 30-50). Accordingly, Davis teaches away from the use of uniaxially oriented films. Freedman, in combination with Davis, does not disclose the features of the invention, namely a closure for an article wherein the first and second layers of the claimed closure are uniaxially oriented.

The Examiner asserts that it would have been obvious to modify the closure of Freedman by utilizing a heat seal bonding material instead of a pressure sensitive adhesive material to secure the closure. Pressure sensitive adhesive material and heat seal material may be equivalents when used in the closure art, however, Freedman is not directed to a closure. Freedman discloses peelable labels and renewable laminate surfaces. Therefore, it would not be obvious to modify Freedman by applying a heat seal bonding material.

The Examiner asserts that it would have been obvious to alter the peel strength ranges to 30-40 g/1 inch. However, claims 3 and 4 recite a peel strength range of

30-400 g/1 inch or 2 inch, rather than 30-40 g as indicated by the Examiner. The peel strength range taught by Freedman sets a maximum of 50 N/m, or 130 g/1 inch. The limitations taught by Freedman would therefore discourage the peel strength range recited in the claims whether or not any experimentation was conducted. Further, Freedman does not disclose the general conditions of a closure. Rather, Freedman is concerned with removing an upper coupon or tag from a lower coupon or tag. The peel strength range in claims 3 and 4 is not a modification or exercise in discovering optimum peel strength ranges of Freedman because Freedman neither teaches nor considers peel strength values for directional closure interfaces having a non-bonded edge. Instead Freedman disclose multiple, varied and progressive peel strengths for a film assembly. Therefore a comparison of peel strength ranges between Freedman and the claimed invention would be irrelevant.

The Examiner asserts that it would have been obvious to one having ordinary skill in the art to make use of known polymeric materials in combination with the cited references to achieve the invention. The decision relied on by the Examiner for the basis of this rejection (In re Leshin, 125 U.S. U.S.P.Q. 416) holds that obviousness may be found when known materials are applied to previously known articles. Freedman, in combination with Hatano and Davis, does not disclose or suggest the features of the invention, namely a closure for an article wherein the closure has a non-bonded portion and a directional peelable opening. Thus, there is no known article upon which generally known polymeric materials may be applied to support this obvious-type rejection.

Because the Examiner has not established a prima facie case of obviousness, Applicants respectfully request reversal of the rejection of claims 1, 3-14, 23, 29, 31 and 32 under 35 U.S.C. §103(a) as being unpatentable over Freedman (US 4,925,714) in view of Hatano et al. (US 4,915,289) and Davis (US 5,637,366).

- B. Rejection of claims 15-17, 20-22, 33 and 35-39 Under 35 USC §103(a) as obvious over Greer et al. (US 6,032,854) in view of Freedman (US 4,925,714), Hatano (US 4,915,289), and Davis (US 5,637,366).

The Examiner's Rejection:

The Examiner has rejected claims 15-17, 20-22, 33 and 35-39 under 35 U.S.C. §103(a) as being obvious over Greer et al. (US 6,032,854) in view of Freedman (US 4,925,714), Hatano (US 4,915,289), and Davis (US 5,637,366). The Examiner contends that Greer teaches a container having a flap and a closure, Freedman teaches a directionally peelable closure of laminate layers, Hatano teaches a closure having bondable and non-bondable areas, and Davis teaches that it is known to uniaxially or biaxially orient films of laminate structure. Thus, it would have been obvious to one of ordinary skill in the art to combine a directionally peelable closure of laminate layers, uniaxially oriented, with bondable and non-bondable areas to provide a more easily removable closure. The Examiner also contends that it would have been obvious to substitute a heat seal bonding material instead of a pressure sensitive adhesive material to secure the closure.

Applicants' Response and Remarks:

Greer discloses a multi-use envelope having two separate and spaced apart hot melt adhesive closures. As stated above, Freedman discloses a multi-layer laminate in which the core layers are coextruded, Hatano discloses an easily openable container with a heat-sealed closure, and Davis discloses a polyester layer containing a biaxially oriented polypropylene film. Greer does not disclose or suggest a closure having a directionally peelable opening feature and comprising a first and second layer of different polymeric films having an edge portion of the upper surface of the first layer and an edge portion of the lower surface of the second layer not adhered to the container. The non-bonded zones of the present invention regulate the peel strength needed, providing a more easily openable closure. Rather, Greer discloses a spun-bound olefin multiple use envelope with two separate and spaced apart hot melt, pressure sensitive adhesive closures. Greer does not suggest that a directional closure is desirable or achievable. Further, Greer fails to cure the deficiencies of Freedman, Hatano, and Davis with regards to producing a closure with a directionally peelable opening feature and a non-bonded portion, as required in the present invention.

The Examiner also asserts that it would have been obvious to modify the closure of Freedman by utilizing a heat seal bonding material instead of pressure sensitive adhesive material to secure the closure. As stated above, Freedman is not directed to a closure, and therefore it would not be obvious to modify Freedman by applying a heat seal bonding material. Further, modifying Freedman by utilizing a heat seal bonding material would not result in the present invention.

Applicants respectfully submit that there is no motivation provided within the disclosure of Greer to modify the envelope of Greer in view of Freedman, Hatano, or Davis, nor is there any expectation of success provided by Greer for Applicants' claimed closure. Therefore, Applicants respectfully request reversal of the rejection of claims 15-17, 20-22, 33 and 35-39 under 35 U.S.C. §103(a) based on Greer in view of Freedman, Hatano and Davis.

C. Rejection of Claims 24 and 26-28 Under 35 USC §103(a) as Obvious over Freedman (US 4,925,714) in view of Davis (US 5,637,366).

The Examiner's Rejection:

The Examiner has rejected claims 24 and 26-28 under 35 U.S.C. §103(a) as being unpatentable over Freedman in view of Davis. The Examiner contends that although Freedman fails to teach that the films are uniaxially oriented, it would have been an obvious matter of design choice to modify Freedman by providing a uniaxially oriented film, as taught by Davis. The Examiner also contends that it would have been obvious to one of skilled in the art to substitute a heat seal bonding material instead of a pressure sensitive adhesive material to secure the closure.

Applicants' Response and Remarks:

As stated above, Freedman does not disclose a closure, but discloses a multilayer laminate that contains opposing layers of adhesive used to secure a facestock to the laminate and the laminate to a substrate. In addition, Davis discloses a polyester layer containing a biaxially oriented polypropylene film. Furthermore, it would not have

been obvious, based on the disclosure of Freedman, to modify the laminate of Freedman to include a film being uniaxially oriented. Davis teaches away from uniaxially orienting films of laminate structure. At column 1, lines 30-50, Davis discloses that uniaxially oriented films which contain a polyester layer tend to adhere to the heated rolls of the machine direction orientation section. As such, Freedman in combination with Davis does not disclose the features of the invention, namely a closure for an article wherein the first and second layers of the claimed closure are uniaxially oriented.

Furthermore, the present invention is a closure with a directionally peelable opening feature and a non-bonded portion. When the container is sealed, the force of the container contents is applied distant from the bonded edge of the first and second layers along the separation interface. Freedman discloses a multi-layer laminate in which the core layers are coextruded. Davis teaches a biaxially oriented polypropylene film. Neither Freedman nor Davis disclose or suggest a closure having a directionally peelable opening feature and comprising a first and second layer of different polymeric films having an edge portion of the upper surface of the first layer and an edge portion of the lower surface of the second layer not adhered to the container. Rather, Freedman discloses that the multi-layer laminate is permanently joined to the facestock and to the substrate with a continuous adhesive layer. Freedman also fails to disclose a closure for a container wherein force of the container contents is applied distant from the bonded edge of the first and second layers along the separation interface. Thus, there is no teaching or suggestion in Freedman to modify a label assembly to form a closure for an article nor does the reference suggest that a directional closure is desirable or achievable.

The Examiner also asserts that it would have been obvious to modify the closure of Freedman by utilizing a heat seal bonding material instead of pressure sensitive adhesive material to secure the closure. As stated above, Freedman is not directed to a closure, and therefore it would not be obvious to modify Freedman by applying a heat seal bonding material. Further, modifying Freedman by utilizing a heat seal bonding material would not result in the present invention.

Applicants respectfully submit that there is no motivation provided within the disclosure of Freedman to modify the laminate of Freedman in view of Davis, nor is there

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any expectation of success provided by Freedman for Applicants' claimed closure. Therefore, Applicants respectfully request reversal of the rejection of claims 24 and 26-28 under 35 U.S.C. §103(a) based on Freedman in view of Davis.

IX. CONCLUSION

For the foregoing reasons, Applicants respectfully submit that the claimed invention is not rendered obvious by U.S. 4,925,714 (Freedman), in combination with the secondary references relied upon by the Examiner. The Board is requested to reverse the Examiner's rejections of all of the claims pending in the application and to allow these claims.

Respectfully submitted,

RENNER, OTTO, BOISSELLE & SKLAR, P.L.L.

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APPENDIX

1. A closure with a directionally peelable opening feature for articles comprising a first and second layer of different polymeric films, wherein each layer has an upper and lower surface, and the lower surface of the first layer and the upper surface of the second layer each have at least one bondable area and at least one non-bondable area, wherein the upper surface of the first layer is peelably attached to the lower surface of the second layer at a separation interface, provided that when the closure is used to secure an article, at least one non-bondable area of the lower surface of the first layer and at least one non-bondable area of the upper surface of the second layer are not attached to the article, wherein the films of the first and second layers have been uniaxially oriented.
3. The closure of claim 1 wherein the separation interface between the first and second layers has a peel strength in the range of about 30 to about 400 grams per 2-inch width at 90° peel.
4. The closure of claim 1 wherein the separation interface between the first and second layers has a peel strength in the range of about 30 to about 400 grams per 1-inch width at 90° peel.
5. The closure of claim 1 wherein the first and second layers are polyolefin layers.
6. The closure of claim 1 wherein the first layer is derived from a polyolefin, and second layer is derived from a styrene, a vinyl polymer, a polyurethane, an acrylic polymer, or a nylon.
7. The closure of claim 1 wherein the first and second layers are each independently composed of polyethylene, polypropylene, polypropylene

copolymers or mixtures thereof.

8. The closure of claim 1 wherein the bondable areas of the lower surface of the first layer and the upper surface of the second layer comprise a pressure sensitive adhesive.
9. The closure of claim 1 wherein the bondable areas of the lower surface of the first layer and the upper surface of the second layer comprise a heat sealable material.
10. A directionally peelable closure for articles comprising a first and second layer of different polyolefin films, wherein each layer has an upper and lower surface, and the lower surface of the first layer and the upper surface of the second layer each have at least one bondable area and at least one non-bondable area, wherein the upper surface of the first layer is peelably attached to the lower surface of the second layer at a separation interface and wherein the separation interface between the first and second layers has a peel strength in the range of about 30 to about 400 grams per 1-inch width at 90° peel, provided that when the closure is used to secure an article, at least one non-bondable area of the lower surface of the first layer and at least one non-bondable area of the upper surface of the second layer are not attached to the article, wherein the films of the first and second layers have been uniaxially oriented.
11. The closure of claim 10 wherein the first and second layers are each independently composed of polyethylene, polypropylene, polypropylene copolymers or mixtures thereof.
12. The closure of claim 10 further comprising a release liner on the lower surface of the adhesive layer.

13. The closure of claim 10 wherein the bondable areas of the lower surface of the first layer and the upper surface of the second layer comprise a pressure sensitive adhesive.
14. The closure of claim 10 wherein the bondable areas of the lower surface of the first layer and the upper surface of the second layer comprise a heat sealable material.
15. A container sealed with a directionally peelable closure, comprising an article which is articulated to provide for sealing with a closure and a closure adhered to the article, wherein the closure comprises a first and second layer of different polymeric films, wherein each layer has an upper and lower surface, and the lower surface of the first layer and the upper surface of the second layer each have at least one bondable area and at least one non-bondable area, wherein the upper surface of the first layer is peelably attached to the lower surface of the second layer at a separation interface, and wherein the closure has at least one non-bondable area of the lower surface of the first layer and at least one non-bondable area of the upper surface of the second layer which is not bonded to the container, wherein the films of the first and second layers have been uniaxially oriented.
16. The container of claim 15 wherein the container is an envelope with a sealing flap and the closure is attached to the flap or the envelope which the flap covers.
17. The container of claim 15 wherein the portion of the closure attached to the sealing flap is not secured to the envelope.
20. A reuseable directionally sealed container comprising a container with two means for sealing and two closures which are directionally peelable, wherein each closure is positioned on the container to contact a sealing means and

wherein each closure comprises a first and second layer of different polymeric films, wherein each layer has an upper and lower surface, and the lower surface of the first layer and the upper surface of the second layer each have at least one bondable area and at least one non-bondable area, wherein the upper surface of the first layer is peelably attached to the lower surface of the second layer at a separation interface, and wherein each closure has at least one non-bondable area of the lower surface of the first layer and at least one non-bondable area of the upper surface of the second layer which is not to the container, wherein the films of the first and second layers have been uniaxially oriented.

21. The container of claim 20 wherein the sealing means are flaps.
22. The container of claim 20 wherein sealing means provides for consecutive sealing of the container.
23. The closure of claim 1 further comprising a release liner formed on one or more of the bondable areas.
24. A closure with a directionally peelable opening feature for articles comprising a first and second layer of different polymeric films, wherein each layer has an upper and lower surface, and at least one portion of the lower surface of the first layer and at least one portion of the upper surface of the second layer are covered by at least one bondable material, wherein the upper surface of the first layer is peelably attached to the lower surface of the second layer at a separation interface, and provided that when the closure is used to secure an article, the bondable material is attached to the article, wherein the films of the first and second layers have been uniaxially oriented.
26. The closure of claim 24 wherein the bondable material is at least one pressure

sensitive adhesive material.

27. The closure of claim 24 wherein the bondable material is at least one heat seal material.
28. The closure of claim 24 further comprising a release liner formed on the bondable material of at least one of the lower surface of the first layer and the upper surface of the second layer.
29. A directionally peelable closure for articles comprising a first and second layer of different polyolefin films, wherein each layer has an upper and lower surface, and at least one portion of the lower surface of the first layer and at least one portion of the upper surface of the second layer are covered by at least one bondable material, wherein the upper surface of the first layer is peelably attached to the lower surface of the second layer at a separation interface and wherein the separation interface between the first and second layers has a peel strength in the range of about 30 to about 400 grams per 1-inch width at 90° peel, provided that when the closure is used to secure an article, the bondable material is attached to the article, wherein the films of the first and second layers have been uniaxially oriented.
31. The closure of claim 29 wherein the bondable material is at least one pressure sensitive adhesive material.
32. The closure of claim 29 wherein the bondable material is at least one heat seal material.
33. A container sealed with a directionally peelable closure, comprising an article which is articulated to provide for sealing with a closure and a closure adhered to the article, wherein the closure comprises a first and second layer of different

polymeric films, wherein each layer has an upper and lower surface, and at least one portion of the lower surface of the first layer and at least one portion of the upper surface of the second layer are covered by at least one bondable material, wherein the upper surface of the first layer is peelably attached to the lower surface of the second layer at a separation interface, and wherein the closure has at least one portion which lacks bondable material on the lower surface of the first layer and at least one portion which lacks bondable material on the upper surface of the second layer, the portions having bondable material bonding to the container and the portions lacking bondable material not bonding to the container, wherein the films of the first and second layers have been uniaxially oriented.

35. The container of claim 33 wherein the bondable material is at least one pressure sensitive adhesive material.
36. The container of claim 33 wherein the bondable material is at least one heat seal material.
37. A reuseable directionally sealed container comprising a container with two sealing means and two closures which are directionally peelable, wherein each closure is positioned on the container to contact a sealing means and wherein each closure comprises a first and second layer of different polymeric films, wherein each layer has an upper and lower surface, and at least one portion of the lower surface of the first layer and at least one portion of the upper surface of the second layer are covered by at least one bondable material, wherein the upper surface of the first layer is peelably attached to the lower surface of the second layer at a separation interface, and wherein each closure has at least one portion which lacks bondable material on the lower surface of the first layer and at least one portion which lacks bondable material on the upper surface of the second layer, the portions having bondable material bonding to the container and the portions lacking bondable

material not bonding to the container, wherein the films of the first and second layers have been uniaxially oriented.

38. The container of claim 33 wherein the bondable material is at least one pressure sensitive adhesive material.
39. The container of claim 33 wherein the bondable material is at least one heat seal material.